

E-Mail

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Corrected Copy
September 13, 1995

To: All Divisions With Hess Mart and Hess CO-OP Locations

Subject: Hess Mart (0353-03-00)
Hess CO-OP (0353-02-00)

Hess will be running a **DORAL Buy 3 packs get \$1 Off** Promotion during the month of October in all Hess Mart, and Hess CO-OP Locations. Listed below are details:

Retail Sales Representative Responsibility

- ♦ Ensure that adequate stock levels of all DORAL Brand Styles are maintained.
- ♦ Ensure that Hess Promotional advertising is placed in all stores.

Hess Responsibility

- ♦ Distribute adequate product amounts of DORAL to all locations.
- ♦ Distribute promotion announcement to all locations.
- ♦ Price down DORAL, for special three pack price during Promotion Period.
- ♦ Provide proof of performance data after Promotion Period.

If you have any questions, please call me.

Regards,
Nick

G. N. Kuruc, Jr.

cc: M. A. Young
R. C. Farmer
R. L. Rissler
D. C. Turner
D. L. Deese
D. G. Cooper

Sales		Retail	
1221	1, 2, 3, 4, 5, 6	1222	
1222	1, 4, 6	1223	21, 22
1223	1, 2, 3, 4, 5, 6, 7, 8	1228	
1224	07	1229	
1225		ROM	
1228	2, 4, 6, 7	PC	SC
1229	1, 2, 4, 6, 7, 8	MC	PA
1240			
1244		RSM	RBM

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